

## Message Text

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43

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C O N F I D E N T I A L VIENNA 8564

FROM US REP MBFR

E.O. 11652: GDS

TAGS: PARM, NATO

SUBJECT: MBFR NEGOTIATIONS: TEXT OF PAPER ON ALLIED PRESS  
TACTICS

FOLLOWING IS THE TEXT OF THE PAPER ENTITLED "ALLIED  
PRESS TACTICS IN VIENNA FOR THE FIRST STAGE" AS REVISED BY  
THE U.S. DELEGATION ON THE BASIS OF THE OCTOBER 16, 1973  
AD HOC GROUP MEETING, AND CIRCULATED AT THE OCTOBER 17,  
1973 AD HOC GROUP MEETING.  
BEGIN TEXT.

ALLIED PRESS TACTICS IN VIENNA FOR THE FIRST STAGE

I. ALLIED OBJECTIVE

1. TO DEVELOP PUBLIC INFORMATION TACTICS ON THE MBFR NEGOTIA-  
TIONS WHICH WILL ASSIST THE ALLIES IN OBTAINING WESTERN PUBLIC  
OPINION SUPPORT FOR THE ALLIED POSITION IN THE NEGOTIATIONS  
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WHILE MAINTAINING A REASONABLE DEGREE OF CONFIDENTIALITY OF THE  
NEGOTIATIONS AND A GOOD WORKING RELATIONSHIP WITH THE EASTERN DELE-  
GATIONS.

## II. POINTS FOR PUBLIC AFFAIRS EMPHASIS

2. AT THE OUTSET OF THE NEGOTIATIONS, ARRANGEMENTS SHOULD BE MADE TO ACCOMMODATE PRESS INTEREST, WHICH IS LIKELY TO BE HIGH, THROUGH BACKGROUNDING.

3. IF NOT OTHERWISE ARRANGED IN CONNECTION WITH BRIEF APPEARANCE OF THE AUSTRIAN AUTHORITIES, WE SHOULD SEEK EASTERN AGREEMENT FOR PRESS AND PHOTOGRAPHERS TO ENTER THE CONFERENCE ROOM BRIEFLY IMMEDIATELY PRIOR TO THE OPENING SESSION. THE SESSIONS AT WHICH OPENING STATEMENTS ARE GIVEN SHOULD NOT BE OPEN TO THE PRESS, BUT IT SHOULD BE AGREED WITH THE EAST THAT PARTICIPANTS BE FREE TO MAKE THEIR OPENING STATEMENTS AVAILABLE TO THE PRESS.

4. A SPOKESMAN OF THE AD HOC GROUP WILL HIGHLIGHT SELECTED THEMES FROM THE WESTERN OPENING STATEMENTS IN AN INFORMAL PRESS CONFERENCE TO BE HELD AFTER THE PRESENTATION OF OPENING STATEMENTS HAD BEEN COMPLETED. THE GROUP WOULD APPROVE POINTS TO BE MADE AT THIS CONFERENCE AND ASSIST IN THE DEVELOPMENT OF QUESTIONS AND ANSWERS

5. THE ALLIES WILL CONSIDER THE FOLLOWING STEPS DURING THE PERIOD OF DEVELOPMENT OF MAIN THEMES:

A. THE AD HOC GROUP HAS ASKED THE NETHERLANDS REPRESENTATIVE AND THE LATTER HAS AGREED TO DEVELOP THE MAIN WESTERN THEME OR THEMES CURRENTLY BEING DEVELOPED IN THE PRESENTATIONS IN BACKGROUND BRIEFINGS

WITH THE WESTERN PRESS TWICE OR MORE DURING THE STEP OF DEVELOPMENT OF MAIN THEMES, DEPENDING ON PRESS INTEREST.

B. WE SHOULD KEEP IN MIND THE POSSIBILITY OF RADIO OR TV APPEARANCE BY THE GROUP SPOKESMAN OR OTHER MEMBERS OF THE GROUP.

C. NATIONAL DELEGATIONS MIGHT ALSO WISH TO TAKE NOTE OF WESTERN THEMES CURRENTLY BEING DEVELOPED IN CONTACTS WITH CONFIDENTIAL

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MEMBERS OF THEIR NATIONAL PRESS.

D. NATIONAL AUTHORITIES MIGHT DESCRIBE THEIR POINTS OF VIEW AS THEY RELATE TO THE GENERAL SUBJECT MATTER OF MBFR NEGOTIATIONS IN CONTACTS WITH THEIR NATIONAL PRESS IN CAPITALS.

6. AFTER THE PRESENTATION OF THE ALLIED FRAMEWORK PROPOSAL, THE ALLIES SHOULD ALSO DO SOME BACKGROUNDING ON THIS SUBJECT.

## III. RATIONALE FOR THESE RECOMMENDATIONS

(A) PUBLIC INTEREST

7. A SUBJECT AS IMPORTANT AS MBFR WILL AROUSE CONSIDERABLE PUBLIC INTEREST. THROUGHOUT THE TALKS, IT WOULD BE TO THE ALLIES' ADVANTAGE TO ENSURE THAT WESTERN GENERAL OBJECTIVES ARE ACCUATELY PRESENTED IN NEWS MEDIA AND THAT MAJOR DISTORTIONS OF WESTERN POSITIONS IN THE MEDIA WHICH RESULT FROM EASTERN INITIATIVE CAN BE CORRECTED IF IT IS DECIDED THIS IS DESIRABLE. PUBLIC INTEREST MAY PRESENT THE ALLIES WITH SOME POSSIBILITIES FOR GAINING TACTICAL ADVANTAGES.

(B) PUBLIC SUPPORT

8. ACHIEVEMENT OF WESTERN NEGOTIATING OBJECTIVES, CONTROL OF THE MBFR PROCESS, AND THE VIABILITY OF EVENTUAL MBFR AGREEMENTS WILL ALL DEPEND TO AN IMPORTANT DEGREE ON PUBLIC UNDERSTANDING OF AND SUPPORT FOR THE GENERAL WESTERN APPROACH IN MBFR AND, IN PARTICULAR CASES, FOR WESTERN POSITIONS. CAREFUL AND CORDIAL ATTENTION TO THE PRESS BY WESTERN POSITIONS. CAREFUL AND CORDIAL ATTENTION TO THE PRESS BY WESTERN SPOKESMEMN CAN HELP BUILD AND MAINTAIN THIS SUPPORT.

(C) AVOIDANCE OF UNDUE PUBLIC PRESSURE

9. ON THE OTHER HAND, THE ALLIES WILL WISH TO PREVENT, TO THE EXTENT POSSIBLE, UNDUE PUBLIC PRESSURE ON THE DAY-TO-DAY CONDUCT OF THE NEGOTIATIONS; FOR EXAMPLE, ALLIED PARTICIPANTS WILL NOT WISH TO FIND THEMSELVES IN A SITUATION WHERE IT IS DIFFICULT TO MODIFY THEIR POSITIONS BECAUSE THESE HAVE ALREADY BEEN PUBLICLY DISCUSSED IN DETAIL.

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IV. AVOIDANCE OF A PROPAGANDA COMPETITION WITH THE EAST

10. THE ALLIES SHOULD TAKE NECESSARY STEPS TO AVOID ENGAGING IN AN UNPRODUCTIVE PROPGAGANDA BATTLE WITH THE EAST OF EASTERN ACCUSATIONS OF BAD FAITH AND VIOLATION OF AGREED ARRANGEMENTS (POINT 8 OF MAY 14, 1973 AGREED PROCEDURES) ON CONFIDENTIALITY OF THE NEGOTIATIONS. AT THE SAME TIME, THEY WILL WISH TO BE ABLE TO CORRECT MAJOR DISTORTIONS OF WESTERN POSITIONS WHICH APPEAR IN THE PRESS AT WARSAW PACT INITIATIVE, ON A CASE-BY-CASE BASIS. THE ALLIES SHOULD THEREFORE AT AN EARLY POINT PUT THE EAST ON NOTICE OF THE ALLIED INTERPRETATION OF THE CONFIDENTIALITY ARRANGEMENT AND TO THE EXTENT FEASIBLE, ATTEMPT TO GAIN EASTERN ACQUIESCENCE TO THIS INTERPRETATION. IN PRACTICE, THE CONFIDENTIALITY ARRANGEMENT SHOULD BE CONSIDERED TO APPLY ONLY TO THE DETAILS OF SPECIFIC PROPOSALS UNDER ACTIVE DISCUSSION AND SHOULD NOT BE INTERPRETED TO EXCLUDE AN ACTIVE ALLIED PRESS POLICY, INCLUDING BACKGROUNDING ON GENERAL ALLIED VIEWPONTS AND POLICIES. (SEE SUGGESTED TALKING POINTS ATTACHED).

V. SUMMARY

11. THE AIRM IS A BALANCED APPROACH: TO MAINTAIN THE NECESSARY CONFIDENTIALITY FOR THE TALKS, TO MAINTAIN A CLIMATE OF UNDERSTANDING WITH THE EAST PERMITTING SUCCESSFUL NEGOTIATIONS, AND TO SEEK SYMPATHETIC HANDLING BY THE WESTERN PUBLIC MEDIA.

VI. ALLIED CONTACTS WITH THE WARSAW PACT COUNTRIES ON PRESS AND PUBLICITY

12. EARLY IN THE INITIAL STAGE, WESTERN REPRESENTATIVES SHOULD MAKE THE FOLLOWING POINTS TO EASTERN PARTICIPANTS.

A. WITHIN THE FRAMEWORK OF POINT 8 OF THE AGREED STATEMENT OF MAY 14, 1973, IT SEEMS DESIRABLE TO US TO REACH SOME INFORMAL GENERAL UNDERSTANDING ON PUBLICITY AND PRESS TREATMENT OF THESE NEGOTIATIONS. WE WISH TO AVOID MISUNDERSTANDINGS WHICH COULD MAKE OUR WORK MORE DIFFICULT OR A SITUATION OF COMPETING PUBLICITY AND PRESS CLAIMS WHICH COULD BE DAMAGING TO THE NEGOTIATIONS.

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B. WE ASSUME THAT, AS IN THE PREPARATORY TALKS, WE CAN AGREE THAT OPENING STATEMENTS CAN BE PUBLICIZED.

C. WE ON THE WESTERN SIDE WOULD IN ADDITION INTEND DURING THE NEGOTIATIONS FROM TIME TO TIME TO ENGAGE IN PRESS BRIEFING AND BACKGROUNDING ON THE GENERAL SUBJECT MATTER.

D. OUR UNDERSTANDING OF POINT 8 IS THAT IT DOES NOT EXCLUDE REVEALING GENERAL LINES OF PROPOSALS WHICH HAVE BEEN PUT FORWARD IN THE NEGOTIATIONS.

3. WE WILL ALSO EXERCISE RESTRAINT IN OUR COMMENTS TO THE PRESS AND WILL AIM TO AVOID DISTORTION IN CRITICIZING EASTERN POSITION.

F. YOUR POSITION ON THIS MATTER IS FOR YOU TO DECIDE, BUT WE HOPE YOU MAY WISH TO FOLLOW A SIMILAR COURSE.  
END TEXT.HUMES

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<< END OF DOCUMENT >>

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